



# UTAH COUNTY TOURISM PROFILE

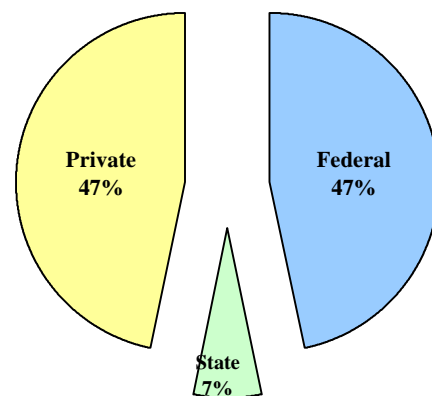
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
<b>DEMOGRAPHIC</b>								
Population	321,072	334,658	344,820	358,463	371,894	385,692	3.7%	2
Total Non-Ag Employment	129,912	135,161	141,702	146,724	152,747	154,778	1.3%	2
Non-Ag Avg Monthly Wage	\$1,847	\$1,907	\$2,000	\$2,102	\$2,216	\$2,243	1.2%	10
Per Capita Income	\$16,456	\$17,001	\$17,380	\$18,114	\$19,128	\$19,170	0.2%	13
Unemployment Rate	2.9%	2.6%	3.1%	3.2%	2.6%	3.8%	1.2%	4
<b>SPENDING &amp; EMPLOYMENT</b>								
Spending by Travelers (Millions)	\$264.1	\$286.0	\$291.8	\$294.6	\$310.8	\$308.3	-0.8%	3
Travel & Tourism Related Employment	1,868	5,252	5,400	5,578	5,883	6,133	4.2%	3
<b>TOURISM TAX REVENUES (000s)</b>								
Local Tax Revenues from Traveler Spending	\$5,494	\$5,949	\$6,069	\$6,191	\$6,464	\$6,413	-0.8%	3
Gross Taxable Room Rents	\$24,080	\$27,380	\$27,755	\$31,614	\$33,462	\$31,687	-5.3%	4
Transient Room Tax	\$722.4	\$821.4	\$832.7	\$948.4	\$1,003.9	\$950.6	-5.3%	4
Restaurant Tax	\$1,917.6	\$1,997.5	\$2,219.9	\$2,499.6	\$2,716.4	\$2,915.5	7.3%	2
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$3,018.7	\$3,263.6	\$3,670.0	\$3,938.9	\$4,170.7	\$4,327.7	3.8%	2
<b>REGIONAL VISITATION COUNTS</b>								
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
Wasatch Mountain S.P.	835,571	886,137	880,669	896,917	930,152	923,988	-0.7%	
Thanksgiving Point	NA	NA	NA	NA	302,000	351,000	16.2%	
Deer Creek S.P.	161,437	99,191	153,055	197,547	253,523	291,124	14.8%	
Utah Lake S.P.	638,381	705,073	734,995	431,702	405,563	276,475	-31.8%	
Jordanelle S.P. (2 Locations)	315,644	331,762	310,648	342,200	362,010	192,005	-47.0%	
Timpanogos Cave N.M.	97,250	112,777	119,074	122,768	115,115	126,270	9.7%	
Veterans' Memorial S.P.	22,243	22,711	22,231	20,612	24,889	13,184	-47.0%	
Camp Floyd S.P.	12,572	10,886	9,231	8,667	8,639	8,054	-6.8%	

<b>Land Ownership - 1999</b>		
	No. of Acres	% Total
<b>Total Acres in County</b>	<b>1,276,030</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>595,747</b>	<b>46.7%</b>
BLM	99,577	7.8%
US Forest Service	440,729	34.5%
National Recreation Areas	--	--
National Parks	235	0.0%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	37,764	8.2%
Other*	17,442	1.4%
<b>State Government</b>	<b>86,066</b>	<b>6.7%</b>
Utah State Parks & Recreation	106	0.0%
Utah State Wildlife Reserves	37,053	2.9%
State Trust Lands	48,876	3.8%
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private**</b>	<b>594,218</b>	<b>46.6%</b>

\*Includes Military and Bankhead Jones land

\*\*May include some local government land

**Land Ownership - 1999**



# Utah County Tourism Profile

